IN THE SPECIFICATION

At page 2, please amend the paragraph beginning at line 9 and ending at line 10 as follows:

Figure 7 is an exemplary user interface for creation of a selection table; and

At page 2, please amend the paragraph beginning at line 11 and ending at line 11 as follows:

Figure 8 is an exemplary user interface for a gains chart. chart; and

At page 2, please add the following paragraph before the heading "DETAILED DESCRIPTION OF THE INVENTION"

Figure 9 is a flowchart of the processes employed by the web-based global modeling architecture.

At page 9, before the paragraph beginning "[w]hile the invention has been described...", please insert the following paragraph.

Figure 9 is a flowchart of the processes employed by marketing system 20 (shown in Figure 2). In the exemplary embodiment, marketing system 20 facilitates generating a marketing campaign customer list for targeted marketing. Specifically, historical data is compiled 100 in consumer databases 14 (shown in Figure 1). Consumer databases 14 are accessed 102 by targeting engine 22 (shown in Figure 2). The data in consumer databases 14 is used 104 to determine a target group based on the models, or predicted customer profiles, embedded within targeting engine 22. Additionally, targeting engine 22 is used 106 to combine models in a predetermined order to arrive at relevant customer metrics. A potential customer list is generated 108 from the relevant customer metrics based on scores relating to projected profitability. The customers within the customer list are rank ordered 110 between a maximum profit customer and a minimum profit customer. Targeting engine 22 then determines 112 a customer range between

the maximum profit customer and a zero profit versus cost customer. Additionally, targeting engine 22 forms 114 a marketing campaign customer list including the customers within the determined customer range.

Applicants respectfully submit that no new matter is being added.